

An image display apparatus fixes the luminance of a blank area and varies only the luminance of an image. The image display apparatus includes an A/D conversion device to convert an input analog image signal into digital image data, a black level setting device for setting the black level of the digital image data by adjusting a lower-limit reference voltage of the A/D conversion device, a blank data generation device to generate blank data to display a blank area around an image display area on the screen, an image data combining device to combine the blank data generated by this blank data generation device and the digital image data output from the A/D conversion device, and a display device to display the output of this image data combining device on the screen.

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